

**CITY COUNCIL MEETINGS OF THE CITY COUNCIL OF THE CITY OF LEON VALLEY,
TEXAS, MARCH 1, 2010**

The City Council of the City of Leon Valley, Texas, met on the 1st day of March 2010 at 5:30 p.m. at the Leon Valley City Council Chambers, at 6400 El Verde Road, Leon Valley, Texas, for the purpose of the following business, to-wit:

SPECIAL CITY COUNCIL MEETING - 5:30 P.M.

Call to order.

Mayor Riley called the Regular City Council Meeting to order at 5:40 p.m. and asked that the minutes reflect that the following members of Council were present: Garcia, Baldrige, Dean, and Nelson. Mayor Riley announced that Councilman Reyna was out of town on business and his absence was excused.

City Manager Lambert, City Secretary Feutz, Economic Development Director Ryan, and City Attorney McKamie were also present.

Chairman Mike Davis of the Leon Valley Economic Development Corporation (LVEDC) called the Special Meeting of the LVEDC to order with the following members present: Nancy Marin, Claude Guerra, Dr. Alberto Milmo, Abraham Diaz, Mike McCarley, and Dr. Georgia Zannaras.

Convene into executive session with the Leon Valley Economic Development Corporation Board of Directors in accordance with the Texas Government Code, Section 551.087 "Deliberation Regarding Economic Development Negotiations" to discuss commercial or financial information regarding a business prospect and associated negotiations and to deliberate on any financial incentive for an economic development prospect.

Mayor Riley announced that the City Council and the Leon Valley Economic Development Corporation (LVEDC) Board would convene into Executive Session at 5:41 p.m. in accordance with the Texas Government Code, Section 551.087 "Deliberation regarding economic development negotiations" to discuss commercial or financial information regarding a business prospect and associated negotiations and to deliberate on any financial incentive for an economic development prospect. Chairman Mike Davis of the LVEDC announced that the LVEDC members would also convene into executive session with the City Council for the same reasons as the Mayor had stated.

Reconvene into open session.

Mayor Riley reconvened the City Council and Chairman Davis reconvened the LVEDC into open session at 6:15 p.m.

Mayor Riley announced that two Special City Council meetings would be held to provide for public hearings and Council would consider a resolution in support of a project recommended by the LVEDC. The first public hearing and first reading of the resolution would be held at 5:30 p.m. on Friday, March 5, 2010 and the second public hearing, second reading of the resolution and possible council action on the resolution would be held at 6:00 p.m. on Monday, March 8, 2010 in the Council Chambers.

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Adjourn

Hearing no further business, Mayor Riley announced the Special Meeting of the City Council adjourned at 6:15 p.m.

Mayor Chris Riley

ATTEST:

City Secretary

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The City Council of the City of Leon Valley, Texas, met on the 1st day of March 2010 at 7:00 p.m. at the Leon Valley City Council Chambers, at 6400 El Verde Road, Leon Valley, Texas, for the purpose of the following business, to-wit:

REGULAR CITY COUNCIL MEETING - 7:00 P.M.

Call to order and Pledge of Allegiance.

Mayor Riley called the Regular City Council Meeting to order at 7:13 p.m. and asked that the minutes reflect that the following members of Council were present: Garcia, Baldrige, Dean, and Nelson. Mayor Riley announced that Councilman Reyna was out of town on business and his absence was excused.

City Manager Lambert, City Secretary Feutz, Economic Development Director Ryan, Fire Chief Irwin, Assistant Director of Public Works Stolz, and City Attorney McKamie were also present.

Mayor Riley asked City Attorney McKamie to lead the assembled group in reciting the Pledge of Allegiance and the Texas flag pledge.

Presentation on annual status report from Business Owners' and Managers' Alliance (BOMA) Committee (formerly the Business Alliance Committee) to City Council (McCarley/Ryan).

Economic Development Director Ryan introduced the Chair of the BOMA, Mike McCarley.

Mr. McCarley reported on activities of the Committee including their support of the Economic Development Sales Tax election and the Committee's support of the LVEDC including two members of the former Business Alliance Committee becoming members of the Board of Directors of the LVEDC. He reminded everyone of the name change to the Business Owners' and Managers' Association Committee with modifications to their mission and goals to promote economic viability and to assist the business community. He reported on the Committee's support of the Trade and Market Days events, collaboration with the Chamber of Commerce, pursuit of a city wide purchasing preference for local businesses to increase city support, and the promotion of "Shop Leon Valley." Mr. McCarley introduced members of the committee in attendance and thanked Council for their continued support.

Committee members Walter Geraghty, Al Baldrige, and Joseph Nazaroff thanked Council for their support.

Presentation by Buxton on "Community ID - Marketing Strategy"(C. Stoker/Ryan).

Economic Development Director Ryan explained that the guest presenter was delayed in travel and Council expressed no objections to moving forward with the next agenda item until the guest speaker arrived from Fort Worth.

Proclamation declaring the week of March 15 - March 21, 2010 as "Clean-Up, Fix-Up, and Paint-Up Week. Items for disposal must be curbside by 7:00 a.m., Monday, March

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22, 2010 (Stolz).

Mayor Riley proclaimed the week of March 15 - March 21, 2010 as "Clean-Up, Fix-Up, and Paint-Up Week" in Leon Valley and encouraged all residents to take advantage of this annual event to recycle items that could be used by others and to discard large items and brush during this special collection week. Assistant Director of Public Works Stolz accepted the proclamation and reminded everyone that this residential service will pick up a pile no larger than eight cubic yards, or an equivalent size of 6' X 6' X 6', and reminded the audience that all items for pickup must be curbside by 7:00 a.m. of Monday, March 22, 2010.

Citizens to be heard and time for objections to the Consent Agenda.

Mayor Riley asked Councilmembers if they wished for anything on the Consent Agenda to be removed for further discussion. Hearing no objections, Mayor Riley asked if anyone in the audience wished to speak for the "Citizens to be Heard" portion of the meeting.

Seeing no one to come forward for the "Citizens to be heard" portion of the meeting, Mayor Riley asked for a motion to approve the following Consent Agenda items:

Consent Agenda

Consider action to approve minutes of the Regular City Council Meeting of February 16, 2010 and the Special City Council Workshop Meeting of February 20, 2010 (Feutz).

Consider action on M&C # 03-01-10 - a request to approve a variance to City Code of Ordinances, Chapter 6 "Business Regulations", Article 4.06 "Garage Sales" to waive, for the next six months, the requirement for garage sale permits, garage sale permit fees, and the restriction of no more than two garage sales in a twelve-month period for residents of El Verde and Jeff Loop Roads directly affected by the buyouts for the Bexar County Flood Control - Huebner Creek Enhanced Conveyance LC 17 project. (Lambert).

Consider action on M&C # 03-02-10 - a request to award the bid for the 2009 Bituminous Slurry Seal Project to Viking Construction in the amount of \$220,537.59 (Vick).

A motion was made by Councilman Dean, seconded by Councilman Garcia, to approve the consent agenda items as listed. Upon unanimous vote, Mayor Riley announced the Consent Agenda items were approved.

Discussion Agenda

City Manager's report.

Mr. Lambert reported that the Leon Valley Community Association repair proposals and associated budget adjustment would be heard at the next Council meeting as bids were still

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being collected from vendors for pool repairs.

A. Paperless Water Bill updates

City Manager Lambert reported that the on-line bill collection for municipal court and the City's water system has been a big success with over \$50,000 collected for the court and over \$2,200 collected for water bills. He reported that the paperless bills for Leon Valley water system customers would be fully implemented soon.

B. CPS Energy Graffiti Contract

City Manager Lambert reported that frequently graffiti is a problem on CPS Energy poles. Mr. Lambert stated that CPS Energy Representative Jim McAden had delivered an interlocal agreement draft that might be considered at a later date to address the graffiti situation on their poles.

C. May 8, 2010 General Election Update

City Secretary Feutz announced that two candidates have filed for the May 8, 2010 General Election: Chris Riley had filed to be reelected as Mayor and Jack Dean has filed to be reelected to Council Place No. 4. Ms. Feutz reminded everyone that the deadline to file for their name to appear on the ballot was 5:00 p.m., Monday, March 8, 2010 and that the drawing for order of names on the ballot for each election category would be held at 5:15 p.m. that same date.

Presentation by Buxton on "Community ID - Marketing Strategy"(C. Stoker/Ryan).

Economic Development Director Ryan introduced Chas Stoker, with Buxton, who would make a presentation on Buxton's Community ID Program.

Mr. Stoker explained how Buxton can help the city identify what retailers and restaurants can be successful in Leon Valley rather than Leon Valley using the "hope" form of development. He stated that the Community ID Division works with communities of all sizes to develop a retail strategy that will: define the trade area, identify and profile customers, match customers to retailers, and provide the tools needed to execute the marketing strategy. He provided information on the types of clients in 38 states with Buxton including more than 450 community clients of varying populations with the majority of the community clients under 20,000-30,000. He described how Buxton has access to more than 250 databases that cover 92% of households in the U.S. to work with their clients for demographic and psychographic profiles. Mr. Stoker described how the company provides customized marketing materials, contact to retailers on the City's behalf, and assistance with marketing the community through SCOUT and ICSC. . Mr. Stoker stated that the company's databases are updated every eight weeks to allow the City to continue to match customers to retailers. He reported that in 45-60 business days after contract signing, 60% - 70% for the study will be completed at a cost of \$60,000 for the study and services that are considered accurate for about 3-5 years; an entirely new updated study would cost approximately \$10,000.

Economic Development Director Ryan stated that to move to the next step in recruiting businesses, she needs data sets, such as Buxton can provide, to bring retailers to the City. Ms. Ryan proposed that the services be paid with a 50/50 split from economic development sales tax revenue and 50% coming from the City Council's economic development earmarked funds and she stated that she would bring a proposal to Council at the next regular meeting.

Councilmembers discussed businesses who are leaving the city and the importance of attending the ICSC well prepared. Ms. Ryan stated that she will bring a proposal back to Council at the next meeting. Mayor Riley thanked Mr. Stoker and Ms. Ryan for bringing the

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information to Council.

Citizens to be heard.

No one appeared.

Announcements.

A. Earthwise Living Day report -

Mayor Riley reported on a successful Earthwise Living Day and thanked the City Council and the Earthwise Living Committee for their support of the event. She also thanked Stormwater Management Consultant Bob Tome for helping to fund the canvass bags given out to EWL event attendees. Mayor Riley reported that the bag had a stormwater management message printed on one side of the bag.

B. Future Council meetings were announced by Mayor Riley:

1. Friday, March 5, 2010 at 5:30 p.m., the City Council and the Leon Valley Economic Development Corporation would hold a joint meeting for the First Reading of a resolution and a public hearing and then on Monday, March 8, 2010 at 6:00 p.m. a second reading of the resolution and public hearing would be held on an economic development project - both meetings would be held at City Hall in the Council Chambers.
2. Tuesday, April 6, 2010 - 6:00 p.m. - City Hall - Phase II - Redevelopment Plan - a Special City Council Workshop would be held before the 7:00 p.m. Regular City Council Meeting at City Hall.
3. Saturday, April 17, 2010 - 8:30 a.m. - noon - City Hall - a Special City Council Workshop will be held to discuss the City's strategic plan and everyone was invited to participate.

**C. NW Seniors Annual Rummage Sale - March 6, 2010 - 9:00 a.m. - 3:00 p.m. -
Community Center**

Mayor Riley also reminded everyone of the Trade and Market Day event and the Volksmarch scheduled for Saturday, March 13, 2010 and encouraged

Councilmember Nelson announced the next American Legion Meeting at Leon Valley Elementary School to be held at 7:00 p.m. on March 9, 2010 and she announced that a Ladies' Auxiliary was being formed with the Legion.

Mayor Riley also announced that Councilmembers Nelson and Garcia would be participating in VIA Metropolitan Transit's Celebrity ROADEO on March 6, 2010 and wished them both success.

An announcement was made that the Primary Election was being held from 7:00 a.m. - 7:00 p.m. the next day and that two precincts would be voting at City Hall.

Adjourn.

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Hearing no further business or discussion, a motion was made to adjourn the meeting by Councilmember Dean, seconded by Councilmember Baldrige. Mayor Riley announced the meeting adjourned at 8:50 p.m.

Mayor Chris Riley

ATTEST:

Marie Feutz
City Secretary

Approved by unanimous vote of City Council at the Regular City Council Meeting of March 16, 2010.